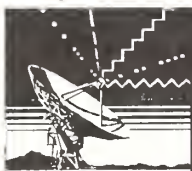


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# Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2747

January 5, 1996

**USDA, HHS RELEASE UPDATED DIETARY GUIDELINES --** The Federal government released (January 2) its new "Dietary Guidelines for Americans," providing easily understood, science-based information on how Americans can choose diets that promote good health. At a joint news conference, Agriculture Secretary Dan Glickman and HHS Secretary Donna E. Shalala presented the fourth edition of "Nutrition and Your Health: Dietary Guidelines for Americans." The two Secretaries said the new Guidelines are more user-friendly, more specific inciting good food sources for specific nutrients, and based on the strongest scientific evidence yet concerning diet and health. The new Dietary Guidelines put increased emphasis on physical activity, calling for 30 minutes or more of moderate physical activity on most (preferably all) days of the week. **Contact: Tom Amontree (202) 720-4623.**

**FINAL '96 UPLAND COTTON ARP --** Agriculture Secretary Dan Glickman announced (December 29) that the acreage reduction percentage factor for the 1996 acreage reduction program (ARP) for upland cotton will be zero percent. This is a reduction from the preliminary level announced on November 3. Since that time, estimates of 1995 production have declined by 5 percent. Further, acreage estimated to be planted to cotton in 1996 also has been reduced, as there are indications cotton producers may switch to crops such as grains and soybeans for more favorable returns. The zero percent level most closely conforms with the applicable statutory requirement regarding the maintenance of the desirable 1996-97 end-of-year stock level. **Contact: Bruce Merkle (202) 720-8206.**

**WHEAT, BARLEY AND OATS PRODUCERS TO RECEIVE \$72 MILLION --** Grant Buntrock, USDA's Executive Vice President of the Commodity Credit Corporation (CCC), announced (January 2) that wheat, barley, and oats producers who used the 0/85 and 0/92 provisions of the 1995 price support and acreage reduction program (ARP) will receive approximately \$72 million in additional deficiency payments. Participants in the 1995 wheat, barley, and oats program who used the provisions are guaranteed minimum payment rates of 70 cents per bushel, 40 cents per bushel, and 20 cents per bushel for wheat, barley and oats, respectively. These amounts were the projected deficiency payment rates for these crops when producers signed up for the program. **Contact: Bruce Merkle (202) 720-8206.**

**REGULATORY REFORMS TO IMPROVE MEAT AND POULTRY SAFETY --** U.S. Department of Agriculture's acting Under Secretary for Food Safety Michael R. Taylor announced (January 3) that the regulatory reform actions are part of USDA's strategy to improve food safety. Adopting modern regulatory tools and streamlining or eliminating old rules and requirements will enhance the safety of meat and poultry products. The changes are part of USDA's comprehensive overhaul of the nation's meat and poultry inspection program. The reforms are intended to support the new food safety measures USDA plans to adopt for all federally inspected meat and poultry plants. **Contact: Hedy Ohringer (202) 720-9113.**

**SUPPORT PURCHASE PRICES FOR MILK AND MILK PRODUCTS ANNOUNCED --** The U.S. Department of Agriculture's Commodity Credit Corporation (CCC) announced (December 29) that, since the adjusted estimate of surplus dairy products to be removed from the commercial market during calendar year 1996 is below 3.5 billion pounds (milk equivalent, total milk solids basis), the support price for milk will be increased by twenty-five cents per hundredweight (cwt.) to \$10.35 per cwt. effective January 1, 1996. This announced price is for milk with the U.S. annual average milkfat content of 3.67 percent. The equivalent support price for milk with milkfat content of 3.5 percent is \$10.25. CCC-owned dairy products will continue to be available for purchase for unrestricted use at prices which are about 10 percent over the prevailing CCC price support purchase price. Currently, only nonfat dry milk is available. Further terms and conditions for CCC purchases of dairy products will be contained in subsequent CCC announcements. **Contact: Bruce Merkle (202) 720-8206.**

**'96 CROP SOYBEAN PLANTING PERMITTED ON OFA --** Deputy Secretary of Agriculture Richard Rominger announced (December 27) that soybeans may be planted in 1996 on optional flexible acreage (OFA) as provided by subsection (b) of Section 504 of the Agricultural Act of 1949, as amended. The 1949 Act prohibits the planting of soybeans on optional flexible acreage if, on January 1, 1996, the estimated price of 1996-crop soybeans is less than 105 percent of the loan rate, or \$5.17 per bushel. Since soybean prices are projected to be greater than \$5.17, soybeans may be planted on OFA. Producers may plant designated crops on up to 25 percent of an upland cotton acreage base enrolled in the upland cotton production adjustment programs and the crops planted can be credited as "considered planted" to upland cotton. Twenty-five percent of a crop acreage base is referred to as "flexible acres," with the first 15 percent called "normal flexible acreage" and the other 10 percent called "optional flexible acreage." **Contact: Bruce Merkle (202) 720-8206.**

**PEANUT PRODUCERS APPROVE POUNDAGE QUOTAS --** Preliminary results of a referendum held December 11-14 show that peanut producers have approved poundage quotas for the 1996 and 1997 crops, according to Grant Buntrock, Administrator of the U.S. Department of Agriculture's Farm Service Agency. Of 9,287 votes cast, 9,004, or 97 percent, were in favor of quotas for the next two crop years, Buntrock said. Two-thirds of the voting producers must favor continuing poundage quotas in order for quotas to be in effect. In a 1990 referendum, 98.2 percent of voting producers favored quotas. **Contact: Bruce Merkle (202) 720-8206.**

**FOOD COMPANY OFFICIALS SENTENCED --** Agriculture Inspector General Roger C. Viadero announced (December 27) that two former officials of a food manufacturing and processing plant have been sentenced after pleading guilty to defrauding USDA's National School Lunch Program of approximately \$1.4 million by diverting donated commodities and supplying substandard meat products. On December 19, Roger Peters, former president of Kold Kist Brands, Inc., of Commerce, Calif., was sentenced to 27 months in prison and five years' probation, and ordered to pay \$10,000 in restitution for six counts of conspiring to defraud USDA, defrauding USDA, and bank fraud. Dahl Casey, Kold Kist's former vice president of manufacturing, was sentenced to 12 months and one day in prison and three years' probation, and ordered to pay \$2,000 in restitution for five counts of conspiracy and defrauding USDA. The defendants fraudulently obtained a school lunch contract by submitting, for analysis and inspection, burritos that were significantly superior to the products they later supplied under the contract. **Contact: Dallas Hayden (202) 720-6701.**

**EDITED BY LESLIE PARKER**



## FROM OUR RADIO SERVICE

**AGRICULTURE USA # 2014** -- Tight world grain supply is putting pressure on world grain prices and could prevent poorer nations from buying grain. What are world exporters doing to help those third world nations? Brenda Curtis interviews the Administrator of USDA's Foreign Agricultural Service about the world grain trade situation. **(Weekly cassette -- five minute documentary).**

**CONSUMER TIME # 1493** -- Diet and exercise a must. New meat safety plan just about ready. Low-tech energy saver. The consequences of living paycheck to paycheck. Don't bring back a hitchhiker. **(Weekly cassette -- consumer features).**

**AGRITAPE # 2006** -- U.S. farm exports continue an upward trend. Europe's export tariff on wheat. Dairy outlook. Changes in cotton ARP. USDA raises milk support price for 1996. **(Weekly cassette -- news features).**

**UPCOMING ON USDA RADIO NEWSLINE** -- Tuesday, January 16, weekly weather and crop outlook. Tuesday, January 23, weekly weather and crop report, livestock, dairy and poultry outlook and U.S. agriculture trade update. The week of January 23, 1996, Brenda Curtis will be traveling to the Mississippi Delta with officials from the National Resource Conservation Service to visit wetland areas and produce daily radio reports on conservation problems and accomplishments.

**These are USDA reports we know about in advance. Our newslines carries many stories every day which are not listed in this lineup.**

**USDA RADIO NEWSLINES (202) 488-8358 or 8359.**

**COMREX ENCODED (202) 720-2545**

Material changed at 5:00 p.m., ET, each working day and 10:30 a.m. on crop report days.

## FROM OUR TELEVISION SERVICE

**FEATURES:** Lynn Wyvill reports on an Urban Resources Partnership gardening project in Seattle, Washington. The Urban Resources Partnership is active in eight cities across the country. It brings agencies of the federal government, including USDA's Natural Resources Conservation Service, together with local leadership to make urban environments better places to live. The Seattle garden project is helping build community spirit among a diverse group of neighbors while protecting the urban environment.

**ACTUALITIES:** Secretary of Agriculture Dan Glickman and Health and Human Services Secretary Donna Shalala release the Federal government's new "Dietary Guidelines for Americans." The guidelines provide easily understood, science-based information on how Americans can choose diets that promote good health. Scenes and excerpts are from January 2 news conference.

**SATELLITE COORDINATES:** Thursdays, 3:45-4:00 p.m. ET on Telstar 402R, Transponder 13 (Vertical), Downlink Frequency 3960 MHz (89 degrees West), Audio, 6.2/6.8.

*Comments and suggestions are welcome regarding USDA broadcast services. Call Larry Quinn, (202)720-6072, or write to: Room 1618-S, USDA, Washington, D.C. 20250-1300. Internet E-mail: LQuinn@USDA.GOV.*

## OFF MIKE

**MATURE FOCUS**...is the name of a regular radio feature carried by 553 stations nationwide. **Jim Harriott** is the host of this program produced by the American Association of Retired People (AARP). Jim reports that he regularly uses excerpts of our "Agriculture USA" and "Consumer Time" features and our daily Radio Newslite. "Mature Focus" is a Monday through Friday program, and there is a 5-minute weekend version, too.

**WATCHING GRAIN PRICES CLIMB**...is a favorite pastime for listeners of **Neal Anderson** (WLLR-FM, Davenport, IA). Neal says farmers wish that new crop prices could match current levels. Cattle and hog farmers are envious of grain farmers for prices they are receiving. This good crop year has increased demand for new tractors. Neal says that good, clean, used tractors are selling high, too. An Iowa State University report shows a 6 to 9 percent increase in Iowa farmland prices over last year. Neal started his 16th year in farm broadcasting on January 1 (last six years at WLLR). His other full-time job is farming.

**NEW CORN PROCESSING PLANT**...is under development with a Spring ground breaking planned in Glenville, MN, reports **Al Carstens** (KATE, Albert Lea, MN). This \$67 million plant will produce ethanol and glycerin in this small community of 750. When we called this week, Al was on the air using a news feature produced by our **Brenda Curtis**. He says he usually makes daily use of USDA features. Al begins promotion next month for his annual giveaway to a lucky farmer all the products needed to grow 40 acres of corn and 40 acres of soybeans. The drawing will be held on National Agriculture Day, March 20. Local merchants cooperate in providing the fuel, seed, fertilizer, etc. that will be part of the prize.

**PAST PRESIDENT**...of the Midlands Chapter of National Agri-Marketing Association (NAMA) **Kim Dlouhy** (WOW, Omaha, NE) is busy this week coordinating their regional competition for "Best of NAMA." At the same time, she continues in her eighth year of farm broadcasting at WOW.

*Larry A. Quinn*  
**LARRY A. QUINN, Director**

**Video, Teleconference and Radio Center**



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